

Appendix 3. Descriptive Table of Mean (Standard Deviation) Values of 4 Engagement Behaviors by Condition

	Condition 1	Condition 2	Condition 3	Condition 4
Reply	0.62 (1.27)	0.68 (1.26)	0.59 (1.20)	0.63 (1.26)
Retweet	0.72 (1.36)	0.40 (0.98)	0.65 (1.20)	0.95 (1.43)
Like	1.38 (1.70)	0.64 (1.17)	1.17 (1.41)	2.04 (1.71)
Share	1.08 (1.60)	0.52 (1.11)	0.83 (1.31)	1.24 (1.57)

*Note: Each type of engagement had a score range of 0-4 (the sum of whether or not they would engage with each image)